

Contact your Regional
Marketing Manager:



2005 Magazine Advertising Co-op

You can save 15% - 64% below rate card by participating in the Indiana Office of Tourism Development's Cooperative Print Advertising Program. The Indiana Office of Tourism negotiates bulk space ad rates and then subsidizes each publication further; spending more than \$300,000 each year to make sure that Indiana advertisers receive the lowest rates possible. Ultimately, the savings will allow you to advertise more and help increase the State of Indiana's marketing presence in the Midwest. To participate, contact your Regional Marketing Manager above.

PUBLICATION NAME:	ARTHUR FROMMER'S BUDGET TRAVEL
DESCRIPTION:	Offers practical, service-oriented coverage of domestic and international vacations. Edited by well-known travel expert Arthur Frommer, the magazine includes abundant coverage of travel destinations and packages as well as no-nonsense tips and advice on traveling with cost in mind.
AUDIENCE:	Skews Female. Median age is 46 years old. Household Income is \$63,000. Most have families with children between the ages of 6 – 17 years old.
GEOGRAPHICAL AREA/ CIRCULATION PER ISSUE:	May issue: 86,135 total circulation in Indiana, Kentucky, Ohio, Illinois, Michigan, Tennessee, Wisconsin and Missouri. This is a regionally distributed two-sided, one page insert within the national publication. Sept issue: 96,519 total circulation in Indiana, Ohio, Illinois, Michigan, Wisconsin, Missouri, Minnesota, Iowa, Kansas, Nebraska, North Dakota, and South Dakota. This is a regionally distributed Special Section insert for Midwest destinations within the national publication.

2005 ISSUES:	May	September *
		"Special Midwest Section"
TOTAL PAGES AVAILABLE FOR INDIANA CO-OP:	2-page, 1-sided insert (12 units)	1-page, 1-sided insert (6 units)
SPACE AND MATERIALS CLOSE:	MON, JAN 10, 2005	MON, MAY 16, 2005

(Your contract, artwork and reader service form must be received by your Regional Marketing Manager for each issue by the date listed above.)

2005 PARTICIPATION POLICY

In the **May issue**, participation is limited to twelve 1/6 page units for a one-page, two-sided insert only. The ad space is available on a first-come, first served basis. In the **September issue**, all advertisers submitting the required materials by the Space and Material Close Dates are guaranteed placement in this publication. However, advertising space within the Indiana co-op banner insert is available based upon demand. If demand is high, it is possible that the Indiana banner section space may fill completely before closing dates. If this is the case, ad submissions may be placed outside of the Indiana banner section in the publication at a net rate of \$1,242.50 per 1/6 page, if the advertiser desires.

MAY: 1/6 PAGE AD UNIT NET RATE: **\$771.00** 1/6 PAGE NET RATE ON RATE CARD: \$1,116. TOTAL SAVINGS OF: 31%

SEPT: 1/6 PAGE AD UNIT NET RATE: **\$1,056.00** 1/6 PAGE NET RATE ON RATE CARD: \$1,242. TOTAL SAVINGS OF: 15%

READER SERVICE: Fill out the Indiana Co-op Print Advertising READER SERVICE FORM when you submit your contract and artwork to your RMM.
THERE IS NO ADDITIONAL CHARGE TO RECEIVE LEADS IN THE METHODS OUTLINED ON THE READER SERVICE FORM.

* This insertion is subject to change due to potential state budget revisions that could impact insertions that run after June 2005.
Advertisers will be notified of any revisions before those insertions' deadlines.